

# MARKETING

## High School to College and Career Pathways

### MARKETING

Marketing Education is designed to prepare students for employment and/or continuing education opportunities in marketing through classroom instruction, experiential education, student internships, and through leadership and personal development by participating in student leadership organizations. Students will learn skills in developing, promoting, and distributing products in order to satisfy customer needs and wants.

### MARKETING ENTREPRENEURSHIP:

#### Workforce Trends

To be an entrepreneur you don't need to be a certain age. A lot of teens are successful entrepreneurs. The U.S. Small Business Administration has a Teen Business Link to help teens start, grow, and own a business:

<http://www.sba.gov/teens/>

#### Get the Facts

70% of the new jobs in America are created by small businesses, and 90% of these businesses are sole proprietorships.

#### Beyond High School

There are a number of options for education and training beyond high school, depending on your career goals.

#### Sample Occupations

- > Inventor
- > Retail Owner/Operator
- > Sales & Service Owner
- > Web Developer/Owner
- > Venture Capitalist

For more information on salary projections, labor market demand, and training options, visit [www.careers.utah.gov](http://www.careers.utah.gov).



Utah State Office of Education  
250 East 500 South/P.O. Box 144200  
Salt Lake City, UT 84114-4200

[utahcte.org](http://utahcte.org)

# MARKETING

## High School to College and Career Pathways

### MARKETING

Marketing Education is designed to prepare students for employment and/or continuing education opportunities in marketing through classroom instruction, experiential education, student internships, and through leadership and personal development by participating in student leadership organizations. Students will learn skills in developing, promoting, and distributing products in order to satisfy customer needs and wants.

### MARKETING ENTREPRENEURSHIP:

#### Workforce Trends

To be an entrepreneur you don't need to be a certain age. A lot of teens are successful entrepreneurs. The U.S. Small Business Administration has a Teen Business Link to help teens start, grow, and own a business:

<http://www.sba.gov/teens/>

#### Get the Facts

70% of the new jobs in America are created by small businesses, and 90% of these businesses are sole proprietorships.

#### Beyond High School

There are a number of options for education and training beyond high school, depending on your career goals.

#### Sample Occupations

- > Inventor
- > Retail Owner/Operator
- > Sales & Service Owner
- > Web Developer/Owner
- > Venture Capitalist

For more information on salary projections, labor market demand, and training options, visit [www.careers.utah.gov](http://www.careers.utah.gov).



Utah State Office of Education  
250 East 500 South/P.O. Box 144200  
Salt Lake City, UT 84114-4200

[utahcte.org](http://utahcte.org)

# MARKETING

## Post-Secondary Connection

Talk to your teacher and/or school counselor for the classes in this pathway that connect to college. Many Utah colleges/universities accept high school courses toward a two- or four- year degree through concurrent enrollment – saving you time and money.

**NOTES:** \_\_\_\_\_



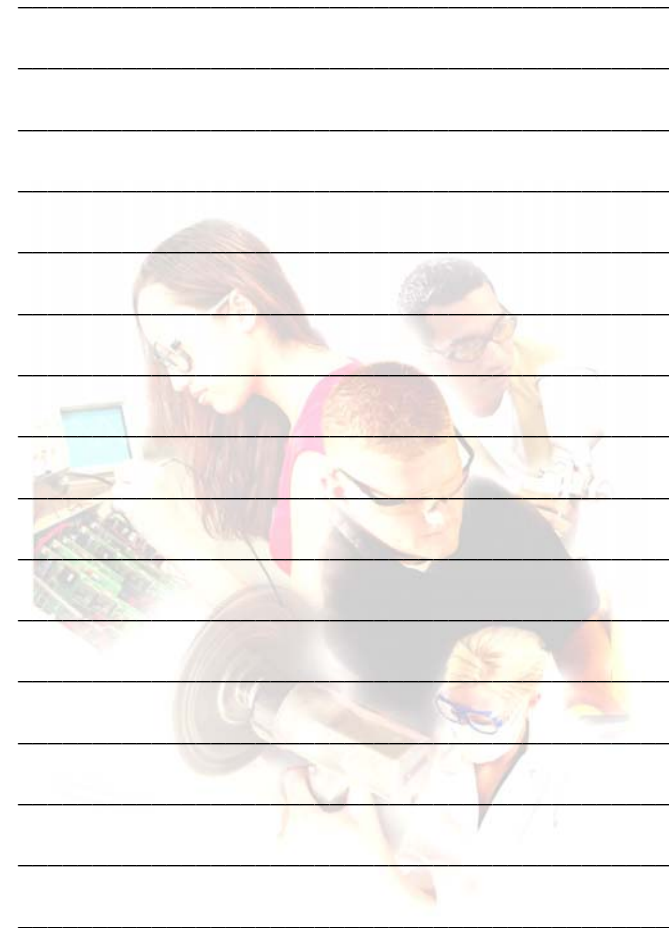
**Career and Technical Education**  
*Giving Students the Edge*

# MARKETING

## Post-Secondary Connection

Talk to your teacher and/or school counselor for the classes in this pathway that connect to college. Many Utah colleges/universities accept high school courses toward a two- or four- year degree through concurrent enrollment – saving you time and money.

**NOTES:** \_\_\_\_\_



**Career and Technical Education**  
*Giving Students the Edge*